

Charge Purchases Made Saturday
Will Be Entered On Your October
Account. Come & Buy Liberally

"THE POPULAR"

Miss Alice Wilson, Story Teller to
Children, Will Tell Stories Saturday
from 9:30 to 11:30 a.m. & 3 to 5 p.m.

15TH YEAR.

EL PASO, TEXAS, FRIDAY, SEPTEMBER 28, 1917.

TEXAS' MOST HOMELIKE AND PROGRESSIVE STORE.

The Spirit Of Friendship--

THIS store looks upon its patrons not merely as customers but as friends. People purchase here because they have friendly feeling for this store. The causes which develop this friendly feeling, may differ, in fact, they are sure to differ. One's friendship for the store is the result of finding good values; another's is the result of efficient service and courteous treatment, and so on. Naturally this friendly feeling on the part of our patrons is reciprocated on our part. And this spirit of mutual friendship is an impetus for greater service and an incentive to ever increasing endeavor to make this store a place where every visitor will feel perfectly at home.

(Signed) **The Popular**
DRY GOODS CO.

Neckwear, Boudoir Caps, Veils, Gloves, Ribbons And Handkerchiefs

WOMEN'S FALL NECKWEAR—Made of lace, net, organdy and crepe. Flat or roll collars, stocks and jabots. Special values, at your choice of this special lot, **25c**.
"SAMPLE" BOUDOIR CAPS—Made of lace, net or organdy; satin ribbon trimmed. A variety of new shapes. Each, at **25c**.
VEILS—Fancy lace and hexagon mesh drape veils, in black, white or colors. Each, at **65c**.
WOMEN'S REAL KID GLOVES—One, two or three deep styles. Slightly imperiled; black, white or colors. Full range of sizes. We do not fit or guarantee these gloves. Extra special values at the low price of a pair, **95c**.
RIBBONS—Fancy satin or taffeta bow and sash ribbon. Moire, brocade, plaid or pompadour effects. Light or dark color combinations. Special, a yard, at **39c**.
WOMEN'S HANDKERCHIEFS—Hem-stitched; white or colored borders; embroidered designs. Each, at **10c**.
(First Floor)

Jewelry And Casque Combs

EXTRA SPECIAL IN JEWELRY—A table assortment of all the wanted styles in Brooches, Bar Pins, Beauty Pins, Cuff Links, Lingerie Clasp, etc. All are made with 10 KT solid gold top, and are guaranteed to wear 10 years. Unusual attractive designs that cannot be matched under 50c Special for Saturday, your choice, at **29c**.
NOVEL DESIGNS IN KNITTING NEEDLES—Attractive styles in knitting pins are in great demand. A shipment just received reveals some of the most pleasing styles we've ever seen. Made of white French Ivory, in the most used size, with sterling silver tips. They will make dandy card prizes and party favors. A pair, at **\$1.75**.
CASQUE COMBS—Of substantial weight. Beautifully finished and set with rhinestone and colored stones that create a most pleasing effect. A host of styles and colors from which to choose. Each, at **50c**.
SOLID GOLD LINGERIE CLASPS—Perfectly plain lingerie clasps, in bright or Roman finish, that will appeal to refined tastes. Every pair warranted solid gold. A "Popular" feature, **50c** a pair.
(First Floor)

Best Fall Suits At \$15 @ \$25 Ever Shown In El Paso



THE satisfaction of a fine suit at a moderate price is disclosed in our showing of the new models which will be ready for Saturday buyers. Every style feature of merit is to be found in this display, for women and misses. Beautifully tailored after the newest fashions that the season has brought out. Plain or trimmed styles developed from Gabardine, Men's Wear Serges, Oxford Meltons, Velours and Homespins. The colors—taupe, navy, purple, black, forest green, balsam and Java brown. The new high waist line, submarine collar and bell cuffs are a few of the distinctive features. Trimmings of velvet, braid, fur plush and embroidery. Unequalled values at \$15 and \$25.
(Fifth Floor)

Fall's Cleverest Fashions In Frocks Of Silk Or Serge, At \$15 @ \$25

DELIGHTFUL dresses for women and misses. Simple lines prevail; some feature the new fitted waist line, others show a preference for coat styles or for the new side skirt draping. Georgette sleeves and collars are seen on many. These garments we show at \$15 and \$25 are rare values.
(Fifth Floor)

The New Fall Coats For Women And Misses, At \$15.00 @ \$25.00

COATS that are not only very smart but are simply wonderful values—representing all of the late fashion touches of the new season. Of Wool Velours, new Mixtures, Burella, Bolivia, and Tweed Mixtures. May we have the pleasure of at least showing you these lovely new Fall coats tomorrow. At \$15 and \$25 they have no equal.
(Fifth Floor)

A Word About The Enlarged Shop Of Women's Blouses—

STRETCHING across half of the front of the Fifth Floor, with soft, natural daylight filtering through from more than a dozen windows, with the lovely oak drawers, topped with shining glass cases—the long, low, smoothly polished oak counters, with nothing to mar their extreme beauty; perhaps here and there a form displaying the newest adaptations of the 1917 Blouse—it is indeed lovely. BLOUSES AT \$2.95, \$3.95 AND \$4.95—Blouses of Georgette Crepe or Crepe de Chine that not only meet the demand for the moderate price but because they perfectly harmonize with the new simplicity which is the keynote to suit styles. They attain a beauty and style seldom realized heretofore. New neck, sleeve and cuff styles; silk, soutache braid or head embroidery. Pastel and suit shades.
(Fifth Floor)



Stunning New Fall Hats That Are Real Authentic Styles

FROM New York's foremost originators, including Waters, Bendel and Rawak, come many very clever conceptions, while the copies and adaptations of our own designing corps are extremely clever and individual.
(Fifth Floor)



Women's @ Children's Hose And Underwear

GLOVE SILK CAMISOLES—Made of glove silk of durable weight. Perfectly proportioned to assure comfort. Shown in plain or embroidered designs, and with dainty lace trimmings. An unmatchable value, at each, **89c**.
BLACK SILK BLOOMERS—Women's glove silk bloomers, in black only. Perfectly made of excellent quality glove silk; well proportioned garments; sizes 34 to 38. Saturday special, a pair, at **\$1.55**.
WOMEN'S FALL UNION SUITS—A hand tailored union suit, in a weight that's ideal for early Fall wear. Made low neck, wing sleeves, and knee length. Sizes 34 to 44. Extra special, at a suit, **50c**.
WOMEN'S SPORT HOSE—Made of pure silk, with a fine garter welt and foot that assures satisfactory wear. Shown in a variety of sport shades in all the wanted color combinations. A special value, at a pair, **89c**.
CHILDREN'S UNDERGARMENTS—A floored cotton garment that's designed for growing children. Well made, of selected yarns; cut simply large. You will find no better garment for winter days. Vests, or pants at 3 for \$1.00, or a garment, at **35c**.
INFANTS' SILK HOSE—If bought in a regular way they would be marked to sell at twice the advertised price. Made of pure silk, with spliced heel and toe. Perfectly made; fine gauge. Hose that is both attractive and durable. Shown in white, pink, sky, tan and black; sizes 4 to 6-12. Specially priced, at a pair, **35c**.
(First Floor)



The Popular's Attractive

New Down Stairs Store

Surprising Values In Women's Fall Coats, \$9.95, \$13.95 @ \$14.85

ALL-ENVELOPING Coats that seem to have warmth made right into their folds. With starched collars that on the biting days may be buttoned up securely under the chin, or worn low with equally becoming results. Coats that are not only very smart but are simply wonderful values—representing all of the late fashion touches of the new season. Of Wool Velours, New Mixtures, Burella and Tweeds in the wanted shades. Why not come tomorrow for one of them?
(Down-Stairs Store)

You'll Be Amazed At These Suits For \$13.95

THE way everything costs now, you wouldn't expect \$13.95 to buy so much smartness, such fine, soft materials, so many New Yorkish touches in belt, collar and button. The importance of "The Popular's" orders, in the eyes of the maker explains it. They ARE irresistible! Splendid gabardines, serges and poplins. Lots of navy blue, black, brown, hairline stripes and dark mixtures, too. Velvet collars. Belted high. Rows upon rows of buttons. Straight skirts. Coats quite long or much shorter than in the Spring. Good linings. In short, YOUR suit is here. And when it's to be had for so small a price as \$13.95, you may well get it now and have the good of it all Fall. \$13.95.
(Down-Stairs Store)

Women's U'wear & Sweaters

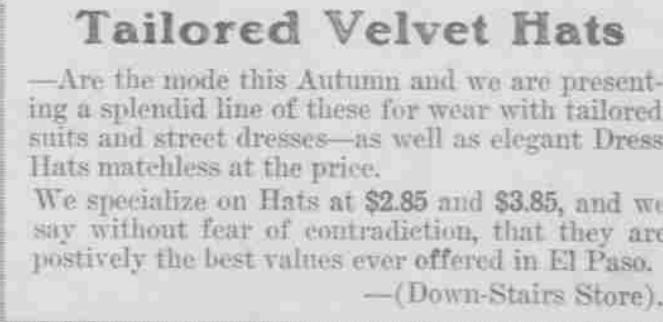
WOMEN'S UNION SUITS—Light floored garments for Fall wear. Shown in white or flesh. Here are the styles. Low neck—no sleeves—ankle length; low neck—no sleeves—knee length; high neck—elbow sleeves—ankle length. Sizes 34 to 44. An exception to a lot of good garments, at a suit, **\$1.00**.
WOMEN'S KNIT UNDERWEAR—For early Fall wear. Vests, drawers and nightgowns. All bleached white. Vests with high neck and long sleeves, or low neck and short sleeves. Sizes 34 to 44. A pair, at **50c**.
WOMEN'S SWEATERS—All wool sweaters, with shawl collar, pockets and turn back cuffs. Colors are Oxford, cardinal, navy, white and black. All sizes. Special, each, **\$2.95**.
(Down-Stairs Store)

Women's And Children's Hose

WOMEN'S MAR-CELIZED HOSE—A new lot just received. Shown in black, white and a rainbow of colors. "Second" of a much higher price hose, hence they go at the low price, **25c**.
CHILDREN'S HOSE—In black or white. A pair, at **15c**.
CHILDREN'S SOCKS—Rolled tops; white with striped tops. A pair, **12 1-2c**.
CHILDREN'S SOCKS—All rolled tops; white or colors; fancy tops. A pair, at **19c**.
CHILDREN'S HOSE—In black only. A pair, at **21c**.
CHILDREN'S HOSE—In black only. A pair, at **25c**.
WOMEN'S HOSE—Cotton or lisle; black or white. A pair, at **25c**.
WOMEN'S FIBRE SILK HOSE—Black only. A pair, at **25c**.
WOMEN'S LILE HOSE—In white only. A pair, at **25c**.
WOMEN'S FIBRE SILK HOSE—In white, pink or black only. A pair, at **39c**.
(New Down-Stairs Store)

Countless Alluring Fashions In New Fall Hats For Women, At \$2.85 @ \$3.85

EXCLUSIVE models by our own designers, and a splendid array of creations from celebrated manufacturers. Whether it's a Tailored Hat—for street, travel or general wear—or an exclusive creation of the utmost distinction for wear with an elegant toilet—this Shop is best prepared to supply your need.
Tailored Velvet Hats
—Are the mode this Autumn and we are presenting a splendid line of these for wear with tailored suits and street dresses—as well as elegant Dress Hats matchless at the price.
We specialize on Hats at \$2.85 and \$3.85, and we say without fear of contradiction, that they are positively the best values ever offered in El Paso.
(Down-Stairs Store).



Boys' Apparel Of Quality

FOR this Saturday we recommend that you purchase for your boy standard quality goods. Buy substantially made clothes even if they cost a little more than those of poor workmanship. A boy's suit that has to be replaced before the season is half over is poor economy, no matter how inexpensive it may be originally.
(Fourth Floor)



BOYS' MOUSE BROWN CORDUROY SUITS—Modern Norfolk style; button bottom trousers; sizes 5 to 18 years. Each, at **\$5**.
GOLDEN BROWN EXTRA HEAVY CORDUROY SUITS—Norfolk style; sizes 6 to 18 years. Priced, each, at **\$7.50**.
BOYS' WOOL NORFOLK SUITS—In grey brown or blue mixtures. Made with double seat and double knee trousers. Comes in neat mixed patterns. You will be surprised at the sturdy construction and dressy appearance of these suits. Sizes 6 to 18 years. Each, at **\$5.95**.
DRESS SUITS FOR BOYS OF ALL AGES—Are now available in new Fall Norfolk styles. Catchy color effects; original models; the usual fine tailoring and finish. Medium or heavy winter weights. Priced with one or two pair of pants, at **\$7.50 to \$15**.
BOYS' GREY COAT SWEATERS—Shawl collar. Your boy needs one of these garments. Shown in **\$1.25** sizes 6 to 15 years. Each, at **\$1.25**.
SPECIAL IN BOYS' OVERCOATS—Sizes 2 to 6 years. Grey, navy or brown chinchilla. Very special, each, at **\$5.00**.
VALUES IN BOYS' MACKINAW COATS—New plaids; sizes 7 to 16 years. Each, at **\$5.95**.
BOYS' CORDUROY KNICKERS—Extra good quality, mouse brown, double seated corduroy knickers. Sizes 6 to 18 years. A pair, at **\$1.75**.
EXTRA SPECIAL IN FLANNEL SLEEPERS—With feet. For little boys of 2 to 8 years. All white; drop seat; button in front style. Each, at **45c**.
SPECIAL WASH SUITS FOR BOYS—Of 2 to 6 years. Fast color stripes or solid colors. Each, at **75c**.

Women's Fall Footw'r, \$3.95

WE have just received two new styles of Women's New Fall Footwear. One style has high leather Louis Cuban heels, and the other has wooden heels. One has chocolate color vamp and white kid ivory top; the other has ivory kid vamp and leather grey cloth tops. These shoes are exceptional values. With the Fall season just around the corner, these shoes will meet your idea of unequalled value when you see them marked at a pair, \$3.95. Get here early tomorrow as these shoes will hurry away.
(Down-Stairs Store)

After Supper Sale, 6 to 8:30

SATURDAY NIGHT, from 6 to 8:30 o'clock, we offer \$1.00 bottles of Lambert's Listerine, limit one bottle to a customer, **59c** each.
(First Floor)

Toilet Goods On Sale All Day

Pompeian Night Cream.....18c
La Blanche Face Powder.....35c
Dr. Lyons Tooth Powder.....15c
Mennen's Talcum Powder in assorted odors, at.....15c
Pond's Extract, at a Bottle.....35c
Ongeline Cuticle Remover.....29c
Rosaline Rouge, at.....18c
Mme. Isbell's Face Powder.....38c
Mme. Isbell's Toilet Water.....43c
(First Floor)

39c For Boxed Stationery

AN entirely new creation from "Whiting" that he styles "Antique." An excellent quality paper, with a perfect writing surface and unique finish. Shown in white, sky, pink, lavender and buff. "Popular Special," box, **39c**.
(First Floor)

The Popular
DRY GOODS CO.